

EVENTS | PROGRAMMES | CEO BLOG

Dear TWF friends

Last week, Pirelli unveiled its [2016 calendar](#) which broke with tradition and stereotypes. Usually filled with photographs of nude or barely clothed models, this year's calendar, shot by Annie Leibovitz, features 12 studio portraits of women renowned for their work in diverse fields from business to sports, arts and culture, and fashion to philanthropy. The roll call includes Yoko Ono, Patti Smith, Serena Williams, Mellody Hobson and Yao Chen.

Along with [Playboy's decision](#) in October to end nudity in its pages, the Pirelli pivot seems to give real substance to the theory that we may be at an inflection point in the public objectification of female sexuality.

The real question though, as Iranian artist Shirin Neshat who also features in the calendar, says is whether next year, Pirelli will abandon the focus on women who define modern life and go back to "sexy girls who are too young to have accomplished anything".

At TWF, we are excited about launching our new documentary [She Objects](#) early next year. We hope the film will prompt viewers to consider the ways in which women's bodies are displayed in the media and to rethink the standards and criteria we use to evaluate them.

Warm regards

Su-Mei Thompson
 CEO, The Women's Foundation

TWF PROGRAMME UPDATES**TWF Web Apps Workshop for Local Teachers**

Last Friday more than 60 teachers from local girls school, Holy Trinity College, participated in our Teachers Workshop which introduced participants to a range of web based applications such as Kahoot, Coggle, TinkerCad and WordPress. The workshop was part of TWF's [Girls Go Tech Programme](#) which is providing coding and technology workshops to under-privileged girls' schools. By encouraging teachers to utilise more technology in the classroom, we hope they will, in turn, inspire a passion for tech among their students.

**Women Entrepreneurs Network (WEN) Launch!**

TWF was delighted to support the launch of the [Women Entrepreneurs Network \(WEN\)](#) last Wednesday. The launch featured remarks by Robert Settje of the US Consulate, a panel discussion showcasing seasoned female entrepreneurs and targeted breakout sessions. WEN's goal is to empower women for-profit and social entrepreneurs through training, resources and networking to help them launch and scale up their ventures.

**Speed Dating with our Mentoring Programme Participants!**

Our MP1516 participants were animated and energised at our signature "Speed Dating" Ice-Breaker last week. All of our Ice-Breakers are now over and our participants must now tell us which mentor/protégé they would like to paired with for their mentoring journey.

UPCOMING EVENTS



Leading Women on Advisory & Statutory Bodies

DATE: Wednesday, December 9, 2015

TIME: 12.30 – 2.00 p.m.

VENUE: Bloomberg Auditorium 27/F Cheung Kong Centre, 2 Queen's Road Central

SPEAKERS (so far):

- Dr Trisha Leahy BBS
Chief Executive Hong Kong Sports Institute
- Monica Lee-Müller
Managing Director Hong Kong Convention and Exhibition Centre
- Benita Yu
Partner, Slaughter and May

- Su-Mei Thompson (Moderator)
CEO, The Women's Foundation

Topics for discussion include:

- Positioning yourself for an ASB appointment
- Serving on an ASB: the good and the bad!
- Balancing a demanding executive role with ASB service

[Register Now](#)

CEO BLOG



Snippets from our CEO Blog

DEC 1: A Fireside Chat with Chelsia Lau, Chief Designer at Ford and a total rock star!

DEC 3: HSBC's Leadership Dialogue on Supporting Working Families

Follow Su-Mei on Twitter [@SuMeiThompson1](#)

[Read more on the blog](#)

WHAT WE'RE READING

Our top picks for recommended reading and listening on the key trends and breaking stories about women and gender:

- [Why Diversity And Inclusion Will Be A Top Priority For 2016](#) (LinkedIn Pulse)
- [California's Success Depends On Lifting Up Poor Women](#) (The Sacramento Bee)
- [Infographic: Violence Against Women](#) (U.N. Women)
- [Where A Gender Gap Is Little Noted](#) (The Wall Street Journal)
- [How To Accelerate Progress Toward Gender Equality](#) (MasterCard Center)
- [IBM Pulls #HackAHairDryer Campaign Admitting It 'Missed The Mark'](#) (The Guardian)

9A Chun Wo Commercial Centre, 23-29 Wing Wo Street, Sheung Wan

E: info@twfhk.org | **W:** twfhk.org | **T:** +852-2592-8265 | **F:** +852-2592-8264

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